AMENDMENTS TO THE SPECIFICATION

On page 12, please amend the paragraph at lines 4-9 as follows:

The subscriber is also asked to bring N (a number) of specific referees ~~referrers~~. N is a non-zero positive integer set by the service provider or by the matchmaking system. The referees ~~referrers~~ should meet specific criteria set, per subscriber, by the matchmaking system. These referees ~~referrers~~ review part (or all) of the subscriber profile and/or write a recommendation about the subscriber or just recommend. The subscriber is asked to bring referees ~~referrers~~ that should be:

On page 12, please amend the paragraph at lines 11-18 as follows:

The referees ~~referrers~~ are also potential customers. When they are aware of the service they might subscribe to the system themselves. This might reduce (or even eliminate) the need for media advertisement. Even if a small fraction of the referees ~~referrers~~ subscribes to the system, the database building rate could (in certain situations, i.e., depending on the value of N and the percentage of referees ~~referrers~~ who actually subscribe to the service) be considerably faster than "traditional" systems, which is potentially beneficial to both the subscribers and the service providers.

On page 13, please amend the paragraphs at lines 1-10 as follows:

In this case, the new subscriber is asked to bring female referees ~~referrers~~, thereby making an effort to correct the imbalance.

2. Equal (or "close" to equal) number of males and females

In this case, the new subscriber is asked to bring an equal number of female and male referees ~~referrers~~ (If N is odd, the new subscriber is considered, for this calculation only, as a "referees" ~~"referrer"~~), such that an effort is made to preserve this balanced situation.

3. Significantly more females than males

In this case the new subscriber is asked to bring male referees ~~referrers~~, thereby an effort is made to correct the imbalance.